

The sustainable freight railway: Designing the freight vehicle – track system for higher delivered tonnage with improved availability at reduced cost

SUSTRAIL

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Leader of this deliverable:	Laurent Schmitt, UIC
Prepared by:	Laurent Schmitt, UIC Björn Paulsson, UIC Isabelle De Keyzer, UIC Clemente Fuggini, TRAIN Nicolas Furio, UNIFE
Verified by:	Donato Zangani, TRAIN

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Executive Summary

This document provides a plan for disseminating and using the knowledge gained during the European Commission Framework Program 7 SUSTRAIL project.

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GLOSSARY

Abbreviation/acronym	Description
CEN	Comité Européen de Normalisation (European Committee for Standardization)
CTR	Concluding Technical Report
EBA	European Bank Authority
EC	European Commission
EFRTC	European Federation of Railway Trackworks Contractors
EIM	European Infrastructure Managers
ERA	European Railway Agency
ERFA	European Rail Freight Association
EU	European Union
PoSE	UIC Pannel of Structural Experts
TEG	UIC Track Experts Group
TTIG	UIC Train Track Interaction Group
UIC	Union Internationale des Chemins de Fer (International Railway Union)
UNIFE	Association of the European Rail Industry

1. INTRODUCTION

The SUSTRAIL dissemination and communication activities are coordinated by UIC as WP7 leader, under the control of the project coordinator TRAIN.

UIC, TRAIN, UNIFE and Newcastle University are the four participating members to WP7.

All the consortium partners, however, contribute more or less to the dissemination and communication activities.

Dissemination and exploitation of results are crucial to the acceptance and implementation by suppliers and end-users of the technologies developed in the project.

During the first stage of the project, communication will be mainly aiming at raising awareness about SUSTRAIL by presenting the objectives, processes and expected results of the project, as well as building the necessary networks to increase the efficiency of the project and its connexions to its environment.

In a final stage, dissemination activities will be focusing on promoting the results achieved and making the appropriate target audience aware and sensitive to their potential benefits, in order to facilitate implementation of the project results.

All along the project duration, ongoing communication activities will be necessary to keep dissemination active to continuously present, discuss and get feedback on the progress of the project.

With a global system view, SUSTRAIL covers a wide range of technical areas, and a large variety of dissemination targets.

The following objectives have been identified for the Sustrail dissemination strategy:

- Raising awareness for the project approach and results;
- Generate active involvement of railway stakeholders in the evaluation and usage of Sustrail results;
- Stimulate active involvement of researchers into Sustrail related research activities;
- Dissemination of scientific and technical new knowledge;
- Facilitating and encouraging implementation of outcomes by end-users.

2. BACKGROUND

2.1 General objectives

The Sustrail objective is to help the rail freight system regaining its position and market share, in particular by means of:

- Increasing the demand of the total freight transport volumes: 40% (in tonne-kilometres) by 2030 and 80% by 2050;

- Shifting 30% of road freight over 300km to other modes such as rail or waterborne transport by 2030 (50% by 2050) as targeted by the European Commission.

Within this framework and motivated by the necessity and opportunity for change in rail transport, SUSTRAIL provides the approach, structure, and technical content to improve the Sustainability, Competitiveness, and Availability of European railway networks thanks to an integrated approach.

Innovations in rolling stock and freight vehicles combined with innovations in the track components will be pursued by:

- Adopting a holistic approach;
- Implementing a clear methodology and viable procedures;
- Setting up appropriate business cases;
- Ensuring the penetration and the exploitation of the project results by means of effective dissemination activities;
- Cooperating with National and EU authorities in view of future proposals for recommendations to be adopted for enhancing freight transport in the railway context.

2.2 Expected Results - Key Innovations

The main scientific and technological expected results of the project are:

- The development of advanced vehicle dynamics concepts based on new wheel profiles and improvements in suspension design responding to the needs of a mixed traffic railway;
- Developments in braking systems for high speed low impact freight operation;
- Novel designs and materials for lightweight high performance freight wagon body vehicles and bogie structures, within a targeted maximum speed of 140km/h;
- Advanced condition based predictive maintenance tools for critical components of both railway vehicles and the track;
- Identification of performance based design principles to move towards the zero maintenance ideal for the vehicle/track system;
- Optimisation of the ballast system and novel ground stabilisation and monitoring techniques to reduce track geometry degradation;
- Optimisation of the track system and geometry, including switches and crossing Full-scale field tests will be carrying on proving and demonstrating the feasibility of the Sustrail solutions on real routes Business cases will be set up, accounting for whole-system implementation, including phasing in of novel technologies and strategies for the equitable redistribution of whole-system savings.

The market penetration of the Sustrail results is guaranteed by the participation of:

- Railway suppliers
- Research groups;

- Railway operators (undertakings and infrastructure managers), guaranteeing that project solutions will satisfy user needs and fulfil railway requirements;
- Railway organizations at EU and international level.

3. REPRESENTATIVENESS OF THE CONSORTIUM

Because of its fairly broad representativeness, both in terms of railway stakeholders and in terms of geographical scope, thanks to the worldwide membership of UIC, the international outreach of universities and the wide presence of major industrial partners, the consortium in itself is the primary base for dissemination. It covers countries of West to East and North to South of Europe and brings together a balanced combination of Infrastructure Managers, freight operators, large industrial groups as well as SMEs, with a strong support of universities.

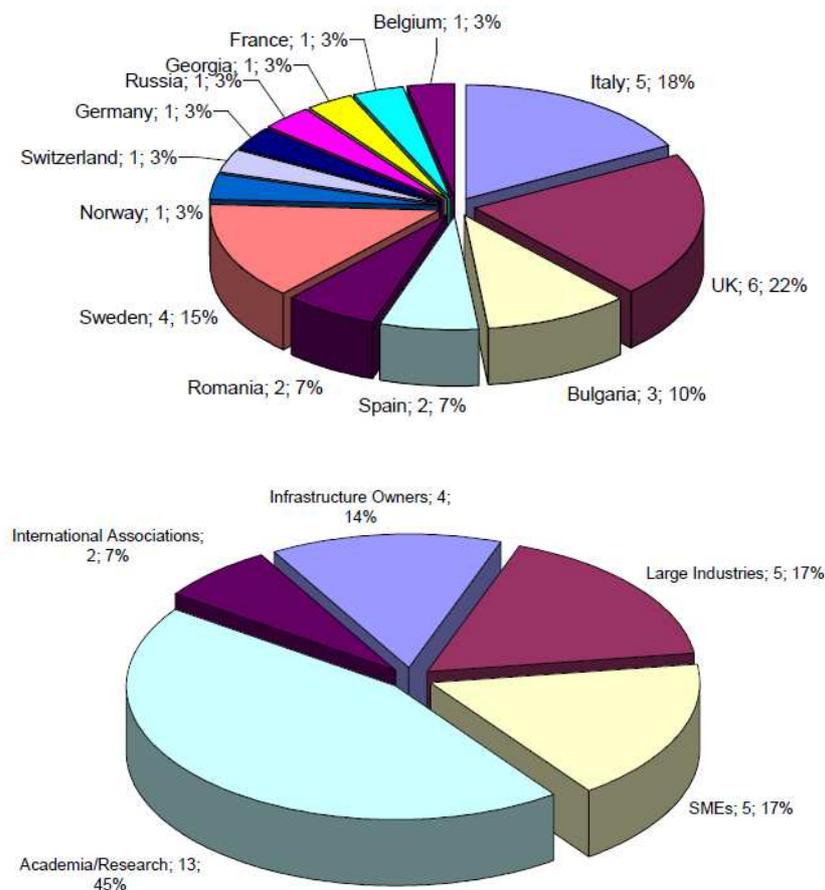


Figure 1: Number of partners per country (top) and per type

Therefore, the assimilation and appropriation of the research findings by the players themselves and their active participation to the dissemination process will ensure a fairly large and effective spreading of the information among the different railway stakeholders.

4. DISSEMINATION TARGETS

4.1 Targeted audiences

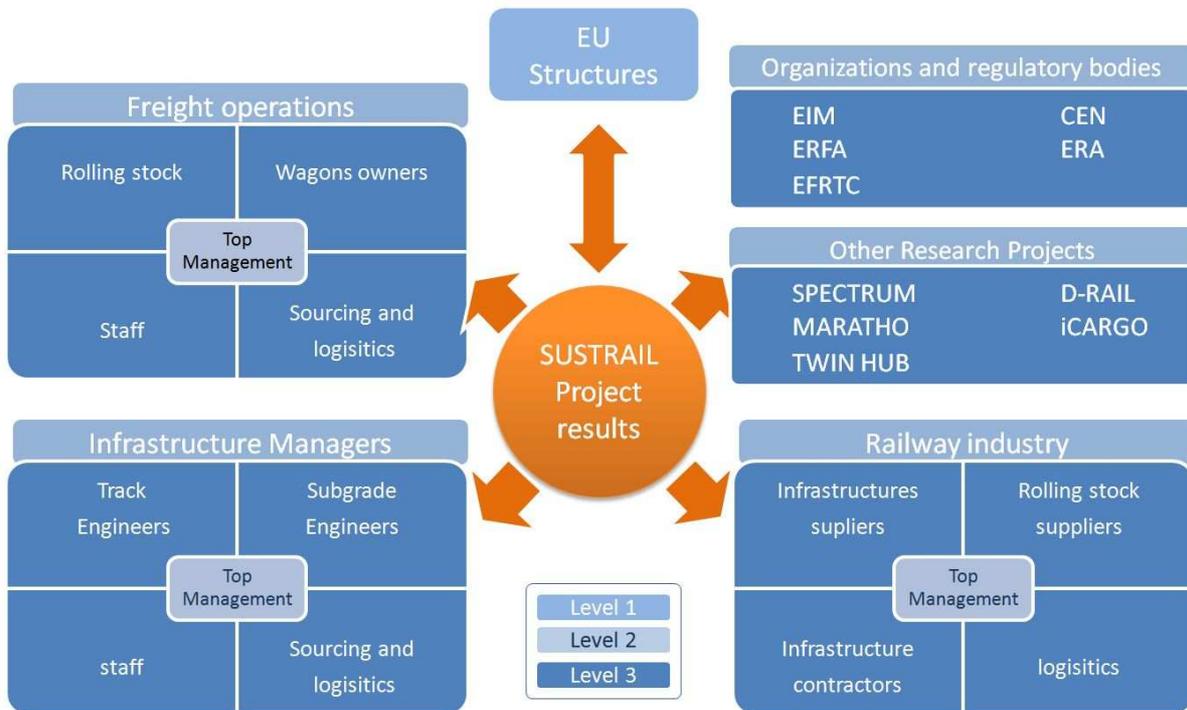


Figure 2 : Targeted audiences of SUSTRAIL project results

4.2 EU Structures

4.2.1 European Commission

As it is co-funding the Project, the European Commission is one of the main targets of the dissemination and the first recipient of the deliverables. Moreover it has to ensure that SUSTRAIL is performing according to the contractual agreements. It is therefore necessary to have an open and informative dialogue with the Project Officer representing the Commission which is naturally the first and main addressee of the deliverables.

In accordance with the Grant Agreement, the project Officer will be kept informed through the periodic reports, on the progress of work, the project objectives, and on the achievements all along the duration of the project.

At the end of the project, the final summary report will give an overview of the project context, achievements and potential impact.

The Project Officer will be invited to attend all seminars and workshops for the dissemination of the Sustrail project.

The European Commission will be informed of any scientific publication related to the project.

For an improved and open dialogue, more informal direct meetings between the Project Officer and the Coordinator and involving a panel of experts of appropriate expertise and level will be organized on demand of the Commission Officer or proposed by the Coordinator, where particular points will be presented and questions answered.

4.2.2 Other European Projects

Linking with other freight-related or similar projects allows cross-fertilization and mutual enrichment of projects.

Several opportunities for networking with other EU project leaders are planned and other will be looked for all along the project lifetime, in order to establish links, identify interactions, create synergies and avoid duplication of work.

- During RETRACK conference (Budapest, June 2012), a meeting is being organized with the coordinators and representatives of the other research projects D-Rail, Spectrum, Marathon, Twin Hub
- UIC is at the same time coordinator of the D-Rail project.
- UIC will participate to the Advisory Board of the iCargo project.

4.3 Infrastructure, freight, asset management

4.3.1 Top management

This public is of primary importance, as it is the one who decides on the use of the project results and turn the proposed innovations and optimization into practice.

- During all the course of the project, presentations will be given several times a year within UIC Freight Forum and Rail System Forum, but also within the Asset Management Working Group held at UIC, where the top management is represented.
- Regular newsletters as well as a final “Top Management Report” highlighting the main interest points of the Concluding technical report and showing the interest of applying the results of Sustrail project will be sent to the concerned representative of the top management and made available from the UIC website homepage.

4.3.2 Railway engineers

Railway engineers and experts are a key audience, easier to identify in the railways according to their respective technical skills. They are engineers and are generally well informed of the technical context of the ongoing research, as they are or have been involved themselves in current or previous projects, reviewing action, working groups or standardization committees.

Consequently, this public can be reached in many different ways:

- Directly with the deliverables or by guidelines derived from these documents;
- With the Concluding Technical Report;

- Through the UIC working groups they are active in: Track Experts Group (TEG), Panel of Structural Experts (PoSE), Train Track Interaction Group (TTIG) and the Rolling Stock Sector's Sector Expert Teams (SETs);
- Through their participation in workshops and dissemination seminars;
- Through general conferences, and exhibitions;
- Through their direct involvement into the reviewing process of the project.

It appears necessary that communication means are linked to each other with mutual cross-references, so that each specialist easily finds its way to the relevant information, whatever the initial contact point may be.

4.3.3 Corporate sourcing and logistics

Although railway staff working with corporate sourcing and logistics may be difficult to identify, this audience should be reached in four main directions:

- Market strategy;
- Long-term funding and financial planning;
- Contracting strategy;
- Rules and regulations.

An efficient communication toward this audience will require the work stream leaders to analyze which relevant results the project can deliver on these aspects.

4.3.4 Railway staff at operational level.

Railway staff at operational level will be mainly addressed through the training centres, through national experts and through the publication of Guidelines and Code of Practice. They may be indirectly interested in the SUSTRAIL results and the influence that they may have on the different national codes, regulations and practice.

Translation of the key SUSTRAIL reports and results that will be disseminated as Guidelines will be of importance to reach this population with an often limited understanding of the English language.

Training centres will be invited to participate in the seminars where the SUSTRAIL results and their possible impact will be presented. Individual meetings with the most interested of them will be organized.

4.4 Stakeholders of the Railway Industry

4.4.1 Top management in Industry

This group will be addressed via the Top management Summary Report, which will summarize the Concluding Technical Report. Publications and information will be delivered to the top management by the UNIFE high level committee (UNIRAILINFRA, Strategy committee, Presiding Board, UNIFE Technical Plenary), and will be available at UNIFE's office and at the events of the association throughout the year. Top management

among contractors of infrastructure outside UNIFE will be reached through the EFRTC at their Committee Meetings and General Meetings.

4.4.2 Supply industry

Supply industry will be reached mainly via the Top Management Summary Report, depending on the level (management or operational). Rail and component suppliers will be addressed both within UNIFE committees and forums and via training workshops organized within the project.

Moreover UNIFE will present Sustrail project during the INNOTRANS event. INNOTRANS is the biggest Rail Infrastructure event in Europe which takes place every two years. INNOTRANS 2012 and 2014 will be an ideal forum to present the latest developments in the project after 15 months. The event will be attended by the supply industries and European (and International) railway Infrastructure Managers and Operators and will therefore be an ideal forum to link end users with the technologies and results.

4.4.3 Rail contractors

The contractors will be addressed through the Top Management Summary Report. Rail contractors will be reached both within UNIFE committees and forum and via the EFRTC, through UNIFE's involvement in their committee and general meetings.

In addition, contractors will be invited to attend training workshops when relevant.

4.5 Organizations and regulatory bodies

4.5.1 UIC

Setting apart its role of work stream leader in the Dissemination of the project, UIC is a target of major importance owing to the very wide membership of international railways. The different working groups and specialized forums and platforms (infrastructure, rolling stock, and freight) will be regularly informed on the project results and will help in their future implementation.

4.5.2 UNIFE

UNIFE is a European association that represents the interests of the railway supply industry in Europe at the level of both European and international institutions. Its membership comprises manufacturers and integrators of railway rolling stock, subsystems, components, signalling equipment and infrastructure. UNIFE will participate actively in dissemination, exploitation and training activities. Its particular focus will be dissemination and exploitation where, through its committees, technical forums, and events it will provide input from and result access to the rail industries, including maintenance contractors and suppliers. Further, it will distribute material at its annual and joint research events throughout the year. UNIFE is in close association with the national industry associations also a point of dissemination to the industries outside of the project.

4.5.3 CEN

CEN is an important player in Europe to produce standards, and is directly involved in railway standardization with its Technical Committee 256 for Railway Applications. A meeting of the project with the representative of this body will be help in order to define, within the framework agreed with the European Commission, the way Sustrail results may contribute to future European Standards.

4.5.4 CER and EIM

Discussions between the Project Manager, CER and EIM representative will be initiated in view of proposing the project results as a basis for future standards.

4.5.5 ERA

In order to present useful information to the European Railway Agency (ERA) in charge of future standards in the railway field, a joint action of UIC, UNIF, CEN, CER and EIM representative will be initiated, under the direct coordination of the Project Manager.

4.6 Scientific and academic communities

Although the SUSTRAIL project is mainly aiming at practical implementation into the railway activities, the high level of implication (45%) and skills of the academic partners will highly contribute to the production of scientific publications, thus sowing further research projects.

5. DISSEMINATION MEDIA

5.1 Project deliverables

SUSTRAIL will generate 39 deliverable reports exclusively distributed to the European Commission and to the Partners of the Consortium. 35 of these deliverables will be technical reports and will present the results of the project.

5.2 Concluding technical report

Through the grant agreement with the European Commission, SUSTRAIL is committed to disseminating the project results. The Concluding Technical Report (CTR) is the most

complete document on the results of the project and on the methods used, the way the results are to be implemented, the identified technical problems and the proposed solutions.

It will be the “key” for reaching and using the SUSTRAIL results and it will summarize the content of all the project technical deliverables. Part of the Final Report (together with the Financial and Management Report), the CTR will also give notions about the cost of the technical research work and operations undertaken within the project in order to achieve the expected results, giving an overview of the work undertaken and references to where further information is available.

The CTR will be exclusively distributed to the European Commission and to the members of the Consortium participating in the project, in order to comply with the non-disclosure agreement applicable throughout the project lifetime and the five years afterwards.

5.3 Top Management Summary report

Designed to be delivered via UIC Forums and Platforms and UNIFE high level committees to the top management (Infrastructure, Freight, Asset Management and Industry), this document will summarize the CTR and explain what SUSTRAIL has achieved and which effects can be expected from the implementation of these results.

5.4 Guidelines

Guidelines and Code of Practice are deliverables that give clear recommendations to each type of concerned audience. They are needed in order to provide each target audience with the project results presented according to its interest and level of understanding of the needed information.

Guidelines will result from activities of WP3 “Freight train of the future” and WP4 “Sustainable Track” and will be validated by WP6 “Technology demonstration”. They will concern:

- Bracking system appropriate for a high speed low impact freight train (WP3);
- Selection of piling and geotextiles and the treatment of transition zones to homogenize substrate stiffness;
- WP4 will also develop the equivalent of a “weigh station” or “radar gun” for railway track, along with guidelines for the location for such installations to ensure achievement of maximized benefits.

Elaborated in English as all project deliverables, guidelines will be translated into German and French.

They will be proposed to members of Standard Committees as input for future standards or update of standards in the area of SUSTRAIL;

The target groups for the dissemination of guidelines are mainly:

- Industry
- Contractors in the area
- Freight Managers – high-level technical
- Infrastructure managers - high-level technical

- Assets managers high-level technical
- Railway Vehicle Engineers
- Railway Track and Substructure Engineers
- Railway Operational Staff, corporate sources and logistics
- Regulatory bodies

5.5 Project website

The project website, of which a complete description can be found in deliverable D7.1 “Kickoff Material: Webpage, Brochure, Press Release” is divided into a public webpage and a private platform.

The public area is the tool of choice for hosting communication materials and disseminating project activities to a vast audience. It provides information on project’s objectives and duration, EU funding, participants list, etc.

The project website is available at: <http://www.sustrail.eu>



Figure 3: Screenshot of the public website homepage.

At this stage, the public website contains three public pages:

- About Sustrail
- Participants
- Contact

More sections will be added to host and facilitate public access to dissemination and information documents.

The private area is accessible from the public webpage or at (<http://ovidentia.uic.org>).

This tool is the platform where documents and information of any type can be uploaded and made available by and for the project partners.

Access to the private area is restricted to the Consortium members only, with access rights depending on their role and implication level.

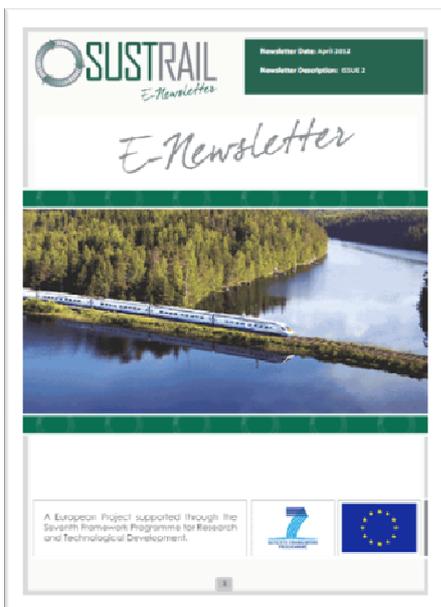
After nine month of activities, 96 persons have received various access rights to the SUSTRAIL private extranet.

5.6 Flyers

A project flyer has been produced at the beginning of the project, where the list of partners, the project objectives, the structure, the targeted innovation and expected benefits are presented.

A project summary flyer will be produced at the end of the project, based on the content of the Concluding Technical Report. It will give a visual and quick overview of the results and their benefits.

The purpose of flyers is to draw attention to the project results and refer interested parties to the more comprehensive documents: Concluding Technical Report, Top Management Report, Guidelines and Deliverables. They will be distributed not only at the main project meetings, but also on each occasion the project will be presented to the interested audience: seminars, workshops, conferences, exhibitions.



5.7 Newsletters, press release

The Sustrail Newsletter will be published at least annually, with some extra issues depending on progress and events.

Newsletters will be sent to all project members and made available on the SUSTRAIL Public website.

They will be completed by electronic newsletter of UIC and UNIFE

Figure 4 : Sustrail E-Newsletter

5.7.1 Publications

Scientific and academic publications and communications generally come under each WP or task leader.

To ensure the follow-up and to facilitate the notice to the European Commission, all publications will be recorded through the dissemination activity report.

Several journals the consortium members routinely submit and appropriate for reaching most of the Sustrail audiences are identified for the preferred publication of general or specialized articles:

- Railway Gazette International;
- European Railway Review;
- International Railway Journal;
- The International Journal of Railway Technology;
- Continental Railway Journal;
- Journal of Rail and Rapid Transit;
- Structural Control and Health Monitoring;
- Smart Materials and Structures;
- Journal of Vibration and Control;
- Journal of Dynamic Systems, Measurement and Control;
- Journal of Transport Economic and Policy.

Below is a list of planned publications as of 30 May 2012. The information provided here is incomplete as it is still too early for most of the members to have a clear and exhaustive vision of their publications within the next 3 years.

Therefore the dissemination schedule is given as is at this moment. A final update will be delivered at the end of the project with the list of actions effectively achieved.

Concerned WP or task	Expected technical or scientific result to be disseminated	Targeted audience/public	Expected time of publication	Means of communication
Task 4.1	Modelling of insulated joints, assessment of improved designs	Infrastructure managers, technical specialists	Dec 2012	Journal, conference
Task 4.1	Testing of insulated joints, validation of models	Infrastructure managers, technical specialists	Dec 2013	Journal
Task 4.4	Testing and modelling of improvements to S&C wear surfaces	Infrastructure managers, technical specialists	Dec 2014	Journal
Tasks 4.2-4.3-4.5	Reinforcing and monitoring solutions for the optimized track – progress activities	Key actors, both from industry and academia, of the structural health monitoring community	July 2012	Conference Proceedings
Tasks 4.2-4.3-4.5	Reinforcing and monitoring solutions	Key actors, both from industry and	April 2014	Conference Proceedings

	for the optimized track – final results	academia, railway community		
WP 3	The potential applications of novel technology to the design of freight vehicles after the technology review stage of WP3	Tbd	2013	Journal of Rail and Rapid Transit
WP 3	Publications on the vehicle sub systems (traction, braking, condition monitoring, running gear)	Tbd	Tbd	Tbd
WP 3	3 presentations and corresponding papers	Tbd	July 2013	”21 century rolling stock (ideas, requirements, projects)”, international conference, Petersburg State Transport University
WP 5	Business Case methodology embracing LCC, RAMS, benefit & environmental modelling, technical implementation and phasing	Industry and policymakers	Tbd	Journals, Conferences
WP 5	Cost variability and cost-reflective charging	Industry and regulatory community	Tbd	Journals, Conferences
WP 5	Business Case results including CBA and wider feasibility of SUSTRAIL innovations	Industry and policymakers	Tbd	Journals, Conferences

Table 1 : List of Sustrail planned publications

5.7.2 Events

Initiating or participating to major events is a prime opportunity to reach a large audience, and invite stakeholders related to the project and network to meet with experts and discuss research initiative in related areas.

The success of such a communication is only guaranteed if the information delivered is recent and up-to-date. Hence, the choice of external events to take part in, or the planning of special events has to stick not only to the targeted audience, but also to the time schedule of activities and of the production of results of the project.

Event	Type of action	Audience	Expected output	Date	Leading partner
UIC Freight Forum meeting, Paris	Oral presentation	Freight operators and stakeholders	General presentation of objectives, methodology and targets	Oct 2011	TRAIN
Transport 2011, Sofia	Conference and Paper	International Scientific Conference. Innovations in various transportation modes, including Thematic Sessions on Security and Education		Nov 2011	TRAIN
TC24 “Integrity of Railway Structures” Workshop, Milano	Oral presentation	Technical Committee (TC) 24 is one of the committee of the European Structural Integrity Society (ESIS).	Overview of the Sustrail project, highlighting project tasks where integrity of both vehicles and infrastructures is investigated through non destructive testing and condition monitoring to reduce maintenance and improve lifetime.	March 2012	TRAIN
Transport Research Arena – TRA2012	Oral presentation, Paper, stands, flyers	all the stakeholders of the transport system	Focus on Sustrail aim to improve railway freight through sustainable innovations, Networking	Apr 2012	TRAIN UIC UNIFE
RETRACK Conference, Budapest	Oral presentation	other EU Freight Projects	General presentation of SUSTRAIL, aiming at networking and establishing a link between the projects, understanding the possible interactions and create synergies between projects, eliminating the risk of duplication of work	June 2012	TRAIN

Event	Type of action	Audience	Expected output	Date	Leading partner
Innotrans Exhibition (Berlin)	Infrastructure panel session Presentation + round table	Railway stakeholders, railway operators, buyers and logistics, supply industry.	General presentation of objectives, methodology and targets Questions and answers Networking	Sept. 2012	UNIFE
Wider Black Sea Area Summit	Oral presentation	Freight/Infrastructure panel session Opening to Eastern countries	Presentation of objectives, methodology, targets of Sustrail	Oct 2012 Oct 2013 Oct 2014	UNIFE
Eurasian Rail Freight Business Conference	Conference, Flyers	Freight business	Results of WP1 et WP2 / feedback from freight operators/actors	Month 22	UIC
Railtex conference & exhibition, London					
SUSTRAIL intermediate workshop (Paris)	Workshop	European Commission Railway stakeholders Project partners	Final results of WP1 & 2 Status of other WPs intermediate results + Next steps	≈ Nov 2013	UIC
2 nd International Conference on Railway Technology	Oral presentation	Railway academia and industry.	Presentation of Sustrail outcomes related to the sustainable infrastructure and optimized condition-based track.	April 2014	TRAIN
Innotrans Exhibition (Berlin)	Conference, stand	Railway stakeholders, buyers and logistics, Industry and suppliers, Infrastructure experts. General.	Depending on Innotrans 2012 feedback	Sept 2014	UNIFE

Event	Type of action	Audience	Expected output	Date	Leading partner
UIC Sustainability conference	Conference Stand	Infrastructure managers Environmental experts	General presentation of main results Environmental benefits	Oct 2014	UIC
SUSTRAIL final workshop (Brussels)	Workshop	European Commission - Top management Railway stakeholders - Project partners	Final results of all WPs, exploitation and implementation of results after the end of project	≈ April 2015	UNIFE
UIC Track & Structure sector meeting	Oral presentation	Track and structures Experts and engineers	Presentation of progress Preparation of implementation, guidelines	Feb. and Oct. each year	UIC
UIC train track interaction sector meetings	Oral presentation	Train-track interaction experts	Presentation of progress Preparation of implementation, guidelines	Twice a year	UIC
Rail system forum	Oral presentation	IM top management / strategy		Once a year	UIC

Table 2 : Main foreseen events for Sustrail Dissemination

5.8 Record of dissemination activities

An Excel sheet has been designed and made available on the Extranet to report any dissemination activity to the WP7 leader, who will collect, compile the data and synthesize them into a final dissemination report.



Dissemination activity report

Type of activity

<input checked="" type="checkbox"/> Oral presentation	<input type="checkbox"/> Stand, flyers
<input type="checkbox"/> Conference	<input type="checkbox"/> Workshop
<input type="checkbox"/> Paper in conf. proceeding	<input type="checkbox"/> Newsletter, Press release
<input type="checkbox"/> Poster	<input type="checkbox"/> Web publication, blog
<input type="checkbox"/> Published paper	<input type="checkbox"/> TV broadcast
<input type="checkbox"/> Video	<input type="checkbox"/> Interview

Description of audience

Attending/reached countries

Audience number

Less than 30
 30 to 100
 More than 100

Dissemination support or document available :

Yes No

Hyperlink to dissemination document :

Key message, evaluation of success, any other comments

Figure 5 : Screenshot of the dissemination activity report

6. CONCLUSION

After one year, SUSTRAIL has already been very active in dissemination activities.

The main target audience has been identified, appropriate communication media and methods have been selected, and a dissemination schedule has been initiated, based especially on the participation in or the organization of events.

Although the Project Coordinator remains the preferred spokesperson of the project, dissemination is the task of all.

A public web based platform has been implemented, to be used as the main tool for permanent hosting and displaying of dissemination and communication material.

UIC and UNIFE will play a major role, as their respective platforms allow them to reach a wide range of audiences in the area of freight operation, infrastructure and supply industry.

Through conferences and publication, the academic partners will ensure a focused dissemination to the scientific community.

A process has been put in place for reporting and assessing dissemination activities.